From:	Tucker-Potter, Stacy
To:	Rellen Hayes
Subject:	RE: Directory Project Marketing Deliverables
Date:	Friday, June 14, 2019 3:50:00 PM

I am in the process of directing the required pieces to the correct people. Can I ask for clarification on the 16 page introduction? I got the impression that content comes from us. Is that correct? What should be covered in that introduction? Samples you can provide? When will we be asked to provide that? I want to ensure I'm giving it more than enough lead time rather than handing it off on a tight turn.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, June 12, 2019 8:09 PM
To: Tucker-Potter, Stacy
Subject: Directory Project Marketing Deliverables

Hi Stacy,

Here are the marketing deliverables we'll need from you by **July 19, 2019**.

Marketing Deliverables:

- **Step 1:** Review language for postcards 1-4, emails 1-4, online update site email and review your listing email. This language historically has proven to provide the highest response rate. Send back approvals or approvals with changes.
  - Attached **'Marketing Material for Client Approval**'

- **Step 2:** Send us your Logos.
  - One black and white logo for postcards (circular or square in shape).
  - Email Banner
  - Electronic Signature
    - Tell us how the Signatory would prefer his/her name and title to appear in the marketing
  - Attached **'Art - PC Logo_Email Banner Specs'**

- **Step 3**: Complete a brief one-page summary to help train our call center associates about your school
  - Complete the '**Agent Reference Sheet'**.

We are looking forward to this project, and I look forward to working closely with you!

Best regards,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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